

Marketing communication of the primary school

ABSTRACT

The bachelor thesis deals with the issue of marketing communication in education. The aim of the thesis is to compare marketing communication of primary schools in the capital city and primary schools the district of Nymburk. The thesis is focused on the comparison of marketing communication between those schools and parents of pupils who attend them. These findings will be based on electronic questionnaires which were sent to parents of pupils from five primary schools in Prague 12 and five primary schools in the district of Nymburk. The aim of the interview will beat least 70 % return on the total of 300 questionnaires sent out. Subsequently, the questionnaire survey will be evaluated and differences in marketing communication in Prague and in Nymburk district will be analyzed. The research focuses on the differences in the marketing tools used, the complexity of the informations provided through the primary school website, and the question if communication is the most important factor in the choice of primary school. It also shortly addresses the product of the school, which is closely connected to marketing communication and mix. In conclusion, the thesis states the state of both primary schools districts compared. The comparison takes into consideration both the age and education of the respondents. And furthermore, it informs pupils' parents about the current state of marketing communication between schools and parents. This work should contribute positively to both parents and school principals who will see from the results whether primary school communication and perception are in agreement with parents or whether it will be appropriate to make some adjustments that will contribute to mutual satisfaction.